

2022-23

Impact Report



We pay our deepest respects to the Traditional Custodians of Country across Australia.

We particularly acknowledge palawa of lutrawita, the Traditional Custodians of the land, sea, water and sky country where we are based.

We pay our respect to Elders past, present and emerging, and acknowledge that sovereignty was never ceded.



Message from the *Founder*

Welcome to Ethical Republic's first Impact Report!

When I started Ethical Republic in 2021, it was with one goal in mind: to create a purpose-driven business doing work I love. There was never any doubt that impact would be at the core of the services offered and in the way the business operates and gives back.

For now, Ethical Republic is only small, with me as the Founder and Project Lead and a fabulous Research Officer providing much-needed support on project work. And so, we don't have the resources to prepare extensive sustainability and social impact reports. That being said, we are committed to doing what we can and to sharing the impact we do have, however humble.

As we undergo the final steps of our evaluation process as an aspiring B Corp, I hope this is the first of many Impact Reports. In sharing this, I also hope to encourage other small business owners that you don't have to be a large corporation to make a difference and to share what you're doing.

I hope you enjoy it and I look forward to sharing our ongoing journey with you through future Impact Reports as we continue to grow and learn as a purpose-driven business.

Emma

ABOUT ETHICAL REPUBLIC

Ethical Republic is a for-purpose agency that specialises in the conservation economy.

We work with Indigenous and local communities to create cultural and nature-based enterprises alongside protected areas, heritage sites and trail destinations.

Using our proven field-based methods and tools, we help communities design unique products, services and experiences that tell their story, their way.

Through *The Travel Better Project*, Ethical Republic supports the transition to a place-based model of nature-positive tourism that uplifts communities and safeguards culture + heritage.

We also advise NGOs, governments, international agencies + private sector clients on policy design, programs + partnerships that foster sustainable livelihoods compatible with conservation objectives.



KEY CAPABILITIES

- Planning + development of nature-based enterprises with Indigenous people + local communities
- Revenue generating strategies for conservation NGOs and managers of protected areas, heritage sites + trail destinations
- Strategy + scoping studies for cultural + nature-based ecotourism projects on Country
- Support to enable participation in environmental markets + crediting programs
- Creation of positive impact tourism products, services + experiences with small-scale operators
- Design + negotiation of high-impact programs + partnerships across business, government, NGO + community sectors

"At Ethical Republic, we believe sustainable economic futures can co-exist with the conservation of ecosystems, landscapes and biodiversity."

Emma Pethybridge, Founder + CEO



"Our passion is using creative ways of unlocking value for communities so both people and wild spaces can thrive."



WHAT WE DO

We work with Indigenous people + local communities to create sustainable livelihoods in + around protected areas in ways that are compatible with conservation.

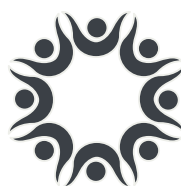
Our approach places Indigenous people + local communities at the centre of the process. We work with groups to identify, plan, test and launch viable enterprises.

In this way, we strengthen existing capabilities through participatory processes that enable enterprise ideas to seed and grow.

What is special about cultural + nature-based enterprises is that they are **sustainable, inclusive + ethical**. They must also deliver value to the customer + profit to the operator.



Compatible with conservation objectives



Positive social impact



Inclusive + culturally appropriate



Financial returns (profit)

WHY

WE'RE HERE



Purpose

To bring culture, conservation and commerce together for a fairer future.



Mission

To enable the conservation economy by supporting Indigenous and local communities to create sustainable, inclusive and profitable cultural + nature-based enterprises in environmentally and culturally significant areas.



Vision

For 30% of the world's land and sea resources to be protected in ways that support, not erode, local livelihoods and traditional use.



**Ethical Republic is a
purpose-driven
business.**

OUR Impact Story

At Ethical Republic, we create impact in three ways.

1



Services

We create positive impact for Indigenous people and local communities through the services we deliver to clients in relation to cultural and nature-based enterprises.

2



Giving Back

We give back by contributing 2% of sales revenue to aligned causes (through donations and impact investments), 2% of time through volunteering + through pro-bono work.

3



Sustainability

While we are a small business operating from a home office, we still track and manage our environmental footprint in four key areas: water, energy, waste and purchasing.



SUSTAINABLE DEVELOPMENT GOALS

Our focus on sustainable livelihoods and nature-based enterprises supports many of the SDGs.

1 NO POVERTY



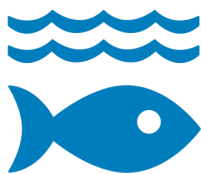
11 SUSTAINABLE CITIES AND COMMUNITIES



8 DECENT WORK AND ECONOMIC GROWTH



14 LIFE BELOW WATER



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



Impact Through Our Services

Through the services we offer, we have set the following impact metrics over 10 years (to 2032).

- ✓ 50 enterprises (or revenue generating strategies) developed and operational in...
- ✓ 20 protected areas (or culturally / environmentally significant land and seascapes), benefiting...
- ✓ 2,500 people with access to improved livelihoods, returning...
- ✓ \$23 million in value to communities for conservation and social purposes over 10 years





BGLT is a high-functioning group, with a well-established ranger group (Melsonby Rangers). They are engaged in a range of conservation, cultural, infrastructure and commercial activities that we conduct from their base at Melsonby Station.

At a 3-day workshop in April 2023, we reviewed some of the key goals that BGLT has been driving towards over the past few years to assess progress and to check that those priorities are still what is important. We particularly focused on how BGLT can take its tourism enterprise to the next level.

"Our traditional country contains so many cultural + environmental assets that we are keen to share with visitors."

BGLT now has a staged approach to developing commercial rock art tours at Melsonby Station documented, along with a detailed operational roadmap of what needs to be done, by when and how much it will cost to get started in the tourism market.



Raymond McIvor

Chairperson
Balnggarrawarra Gaarraay Land Trust

CLIENT STORY

Balnggarrawarra (Gaarraay) Land Trust



CLIENT STORY

Kyerrwanhdha Thingalkal Land Trust

KTLT is committed to creating economic development opportunities at Mary Valley and Kalinga Stations.

At a 3-day workshop in June 2022, we helped KTLT map out what they want their ideal future to look like and how they're going to make it happen. In particular, we explored cultural + nature-based enterprises to generate income, to fund their goals, make the most of strengths and assets, and create meaningful jobs and opportunities for families.

We prioritised four areas of revenue generation to pursue, alongside an enhanced focus on administration and governance:

- Ranger program
- On-Country retreats
- Tourism
- Fire and carbon

The resulting plan sets out how KTLT will progress each of the four areas. KTLT has since gone on to secure a grant of \$75,000 to support on country work and is progressing each of the priority areas.

"Everyone had a chance to speak and be heard. We took the time to listen to each other. I'm looking forward to seeing just how far we can go together."



Alwyn Lyall
Chairperson
KTLT

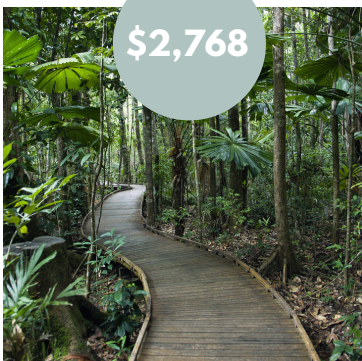
How We're Giving Back

73
hours

TIME

We give 2% of time to volunteer with aligned causes and/or to participate in or lead community initiatives.

\$2,768



MONEY

We give 2% of sales revenue to aligned causes through donations + impact investments..

10
hours

PRO-BONO

We provide additional or discounted services to clients that may not have the capacity to pay.

In 2022-23:

1

We gave a total of 2.75% of time (73 hours) volunteering and leading community initiatives:

- Ocean Connect sea slug surveys (2 hours)
- Penguin guiding + visitor interpretation with Wildcare Tasmania (39 hours)
- Leading the 'Great Reads + Good Deeds Socially Responsible Bookclub (32 hours)

2

We gave a total of \$2,768 to aligned causes:

- B1G1, including protecting 215sqm of rainforest and planting 96 trees to create habitat for orang utans in Central Borneo + to restore degraded land in Madagascar (\$1,188)
- Bob Brown Foundation (Tarkine campaign) (\$30)
- Indigenous Literacy Foundation (\$140)
- Country Needs People (\$200)
- Intrepid Foundation (\$100)
- Giringun Aboriginal Corporation (\$487)
- Tasmanian Walking Company Foundation (\$100)
- Hinterland Bush Links (\$100)
- 1% For The Planet (\$372)
- Media Diversity Australia (\$51)

3

We provided 10 hours in pro-bono services:

- Kyerrwanhdha Thingalkal Land Trust to support preparation of a funding application
- Moompa-Awu Aboriginal Corporation to support preparation of a funding application

Sustainability

We run a small home office with staff working remotely, so our sustainability footprint is minimal. Having said that, we are committed to tracking our usage and practices in four key areas with the aim of ensuring our footprint remains appropriately small over time.



Water

In 2022-23, we used 66kL of water. Average daily use was 178 litres. We think we can do better, so we're aiming to reduce this by 5% in 2023-24.



Energy

In Tasmania, all electricity is 100% renewable (hydroelectric). However, we still want to minimise use. In 2022-23, we used 4,529 kWh, (average daily use: 11.04 kW). Our aim is to reduce this by 5% in 2023-24.



Waste

In 2022-23, we introduced an Environmental Stewardship policy, outlining how we follow the waste mitigation hierarchy and dispose responsibly of waste. We participate in Rethink Waste Tasmania's initiatives and we installed an office Worm Farm.



Purchasing

We prioritise purchasing from other social enterprises, Supply Nation certified businesses, not-for-profit organisations and B Corps. E.g., we bank with Bank Australia, buy cleaning products from ThankYou and order toilet paper in bulk from Yarn'n.

Positive Outcomes For Our Clients

01

Emama Nguda Aboriginal Corporation

We supported Emama Nguda on tourism business planning for the Jarramba Park development in Derby, WA and creation of an investment pitch deck. The organisation now has meetings scheduled with major funders and investment agencies.

02

Kyerrwanhdha Thingalkal Land Trust

Thanks to an incredible week of on country workshops to work with KTLT's board, members, families and stakeholders, we developed an On Country Enterprise Strategy that has since helped KTLT secure a \$75k grant and caught the eye of investors.

03

Angkamuthi Tribal Aboriginal Corporation

We worked with Angkamuthi Tribal AC to fine-tune the action plan for 2023 and then set to work delivering it! We finalised their Healthy Country Plan and prepared funding applications for two programs - one of which the organisation secured.

04

Balnggarrawarra Gaarraay Land Trust

With the Melsonby Rangers, we workshopped strategies and developed a plan that will see them launch rock art tours and camping on a commercial basis in 2024.

05

Hinterland Bush Links

We helped HBL create a revenue generating strategy to increase financial sustainability and reduce reliance on grants to support their conservation work. They have since launched a sponsorship program and are preparing for a major gifts campaign.

06

The Nature Conservancy

We worked with The Nature Conservancy on exploring the feasibility for an investment fund to support the development of blue carbon projects under the new methodology.

07

Palladium

We supported Palladium in preparing for its bid to become a Reef Credits broker, which they have since been awarded.

Get In Touch



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